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ABSTRACT

In 1984, Loop College was awarded a 1-year Title VI Part B, Business and International Education grant. The grant project, which was supported by the college and 37 members of the Chicago international business community, accomplished the following activities during its first year of federal funding: (1) a plan was developed and implemented for the increased integration of international perspectives into course content through the addition of modular units to existing courses and the creation of three new international business courses; (2) a diverse range of professional development activities were carried out, including a week-long series of special presentations for faculty and students; (3) a Banker's Training Seminar was presented by a team from the U.S. Export Import Bank; (4) four international students were placed in internships at local companies; (5) a series of activities were conducted to enable foreign-born and American-born Loop College students to interact in academic and social settings; (6) two external groups were created to serve in an advisory capacity to the Business and International Education Project; and (7) information about the project was distributed through faculty memos, college and business publications, and national media. For the 1985-87 renewal period, the Business and International Education Project will focus on outreach to businesses, curriculum development, and collaboration with the American Association of Community and Junior Colleges. (AYC)

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LOOP COLLEGE BUSINESS AND INTERNATIONAL EDUCATION PROJECT

Loop College is a public, comprehensive two-year college serving the community of Chicago. It is one of the eight colleges of the City Colleges of Chicago System. Loop College's community and the constituencies it serves are somewhat atypical. On one hand, the immediate community of the College is the central commercial, governmental, cultural, business, and professional heart of the city, within which a large proportion of its adult students are employed. On the other hand, the broader community of the College is the entire metropolitan area of Chicago, since students enroll from every neighborhood of the city. Loop students represent an extraordinary variety of ethnic and socioeconomic backgrounds. The College ranks fifth in foreign student population of all two-year institutions in the U.S. and second in numbers of foreign students of all higher education institutions offering English as a Second Language Programs (Open Doors: 1984-1985). As a result, the College maintains a special commitment to the education needs and contributions of its diverse student population as both current and potential participants in Chicago's labor force. In addition because of its affinity with the Chicago business community, one of Loop's curricular areas of proven strength is in business with approximately 40% of all students enrolled in Business programs.

In 1984, the College took three major steps to promote international business and education: 1) the College became an Educational Associate of the Institute of International Education; 2) the Loop College Office of Instruction conducted an informal survey of faculty and administrative staff which confirmed that support existed for structured internationalization with a business emphasis and suggested a number of activity oriented objectives to achieve this goal; and 3) Loop College applied for and was awarded a Title VI Part B, Business and International Education grant for the period October 1, 1984 to October 1, 1985, backed by College support and with the encouragement and documented commitment of sixteen members of the Chicago international business community.

Since the start of the grant period, Loop College has witnessed a remarkable surge in interest and commitment to this Project from the Chicago business community as evidenced by inquiries and requests from some professional organizations, government agencies and businesses to "join" the Project. This phenomenon resulted in an increase from sixteen to thirty-seven participating groups since October, 1984. These include:

Alexander Grant and Company
American Association of Community and Junior Colleges
American National Bank and Trust Company
Baker and McKenzie
Borg-Warner
Business Institute-Chicago City-Wide College
Cardiss Collins-Member of Congress
Center for International Study and Research
Chicago Association of Commerce and Industry
Chicago Convention and Tourism Bureau
Chicago Public Schools
Continental Bank
Drucker and Harrison
First National Bank of Chicago
Hollander International Storage and Moving
Illinois Coordinating Committee for International Business
Illinois Department of Commerce and Community Affairs
Institute of International Education
International Business Council MidAmerica
Japan Trade Center
Johnson Foundation
Kreusler International
Middlesex County College
Oakton Community College
Sears, Roebuck and Company
Senator Paul Simon
Statistical Tabulating Corporation
Stratenomics
The Mayor's Office of Economic Development-City of Chicago
Trade Resources
Union Carbide
United Technologies-Otis Elevator
University of Chicago-South Asia Center
University of Illinois at Chicago
U.S. Department of Commerce
U.S.G. Corporation
U.S. Small Business Administration

The support of Loop College President, Dr. Bernice J. Miller and the collective efforts of a dedicated faculty working with Chicago businesses to meet current needs and identify emerging concerns of the international business community provided the impetus for the submission of a two-year renewal grant application. In this most recent competition, Loop College was one of 35 colleges and universities nationwide out of 149 applicants to receive a renewed grant award for the 1985-1986 period and to be recommended for funding for the 1986-1987 period pending appropriation.

The narrative that follows addresses each of the 1984-1985 objectives and summarizes activities completed during the first year of federal funding.

I. INTERNATIONALIZATION OF CURRICULA

A plan was developed and implemented for the increased integration of international perspective to course content. This plan included 1) the addition of two-week "modular units" to courses currently offered at Loop College, and 2) the creation of three new international business courses leading to a new 64 credit hour Associate in Applied Science degree in International Business as well as a 33 credit hour Advanced Certificate.

A. Modular Units

In October, 1984 a sub-committee of the Loop College Curriculum Committee was constituted to develop guidelines and review applications for modular units with an international perspective. A modular unit was defined by the committee as a series of class presentations, taught consecutively or threaded through a course, providing between four to six contact hours of instruction. In addition, guidelines for completion of modular units included provisions for contributions by foreign students who frequently served as guest lecturers or assisted faculty with modular unit preparations.

A series of sub-committee meetings led to the creation of the guidelines for modular unit development. These were distributed to all College faculty to elicit proposals. Fourteen proposals for international units were submitted. Of these, 11 were approved by the sub-Committee. Five were implemented in spring 1985, with another six implemented in fall, 1985. Following is a sample of modular unit titles.

1. Literary Expressions of the Tragedy of South Africa.
2. Cultural Differences in the Development of Sex-Role Behavior.
3. Body Languages.
4. Seven Continents for Reading and Composition.
5. An Eclectic Approach to International Business.
6. The Business Interview and Telephone Manners.
7. Exploring the International Market Place.

B. International Business Curricula

As a result of a Needs Assessment Survey of the 800 member World Trade Division of the Chicago Association of Commerce and Industry, and in consultation with Loop College faculty, two International Business programs were designed. The 64 credit hour program leads to the Associate in Applied Science degree while the 33 credit hour program leads to an Advanced Certificate. An advisory group for the International Business Curricula was organized. This group met to review and make suggestions for modification of the curriculum, so that it responded to the needs of the Chicago business community.

II. PROFESSIONAL DEVELOPMENT

A diverse range of professional development activities were carried out at Loop College during the year.

A. Loop Focus: International Week

A series of special presentations for Loop College faculty and students was organized. This week-long series featured the following guest speakers:

1. Dr. Joan Erdman, Coordinator
   South Asia Outreach
   University of Chicago

   "Does NO in America Mean NO Abroad?"

2. Mr. Stephen Liu, International Banking Representative
   First National Bank of Chicago

   "Banking: an International Perspective"

3. Mr. Jack Beem, Partner
   Baker & McKenzie International Law Firm

   "International Business Transactions: the Legal Aspects"

4. Dr. Seymour Fersh, Director of Curriculum Development
   Brevard Community College

   "Trans-Cultural Studies: Teaching About/Learning From"

Twenty-five Business Department faculty attended, as well as faculty from other disciplines. Students from business and English As a Second Language (ESL) programs made up the majority of the more than 250 students who attended the presentations.

B. Conference Participation

In addition to Loop College sponsored activities, faculty and staff members had the opportunity to attend and/or participate in conferences on international business or international education, and to make site visits to other campuses active in international business program development. These included:

1. National Association of Foreign Student Affairs Regional Conference in Chicago.
2. High School, University and Business Third Annual Conference sponsored by the International Business Council MidAmerica.
3. Eighth Annual Conference on International Education sponsored by Brevard Community College, in Lake Buena Vista, Florida.

4. American Association of Community and Junior Colleges, in San Diego. A Presentation was made by the Project Director on Education for World Citizenship: The Role of the Community College in International Studies, Trade and Foreign Policy.

5. Project Directors Meeting sponsored by the Department of Education, in Miami. The Project Director chaired a discussion on the subject of Private Sector Linkages.

C. Special Events

The grant for Business and International Education supported Loop College faculty attendance at special events in the City of Chicago, e.g., "International Visitor" presented by the International Visitors Center and the Experiment in International Living, and the India Science Seminars at the Museum of Science and Industry.

D. Graduate Coursework

Two Business Department faculty participated in the DePaul College of Commerce Project, "International Economic Connections: a Chicago Project." They enrolled in and completed the following three courses:

- Economics 406, Chicago Economic Development
- Economics 456, Global Economy and the Chicago Economy
- Economics 436, Integrating International Trade into the Curriculum

Of the three courses, the third was particularly applicable to Business and International Education aims at Loop College, as it combined educational principles with the presentation of models for incorporating international trade courses in economics, political science and urban studies. Course requirements included the revision of course outlines or the preparation of new courses in international economics.

III. EXPORT IMPORT BANK SEMINAR

In cooperation with the Chicago business community, Loop College hosted a Banker's Training Seminar on September 10, 1985, presented by a team from the U.S. Export Import Bank. Fifty Chicago area bankers learned how to work with the Eximbank and take advantage of programs which facilitate financing for small companies wishing to export.

IV. INTERNATIONAL STUDENT INTERNSHIPS

The Director of Cooperative Education reported the addition of four international students as participants in the Cooperative Education 101 course and as interns in local companies. These students were placed at Sears, Roebuck and Company, Veteran's Administration Hospital, and Internal Revenue Service.

V. INTERNATIONAL STUDENT PROGRAM

A series of varied activities were carried out to enable Loop College foreign-born and American-born students to interact in academic as well as social settings.

A. Student Contributions to the Curriculum

Stipends were awarded to international students for their contributions to the internationalization of curricula as guest lecturers or assistants in the development of modular units. Thirty-one stipends were awarded.

B. Student Pairing

A cultural awareness program was developed in conjunction with the Director of Academic Support Services and Coordinator of the English as a Second Language Program for the pairing of American-born students with foreign-born students during the summer semester 1985.

Pairs of students attended an informational meeting at which they chose

from a list of carefully selected activities or events in which to participate. These events included a Chicago Architecture Foundation Tour, the Mexican-American Independence Day Parade and visits to the Shedd Acquarium, the DuSable Museum of African-American History and a Methodist Worship Service.

C. International Student Cultural and Social Events

The Business and International Education Project, in conjunction with the International Student Club and with the assistance of the International Student Office, organized and sponsored two major social and cultural events for Loop College international students: a guided tour of historic Chicago, and a day trip to Six Flags Great America. These events complemented activities such as the Loop College International Festival and the International Music Festival held annually and sponsored by the Loop College International Student Club and International Student Office.

VI. A. TASK FORCE AND ADVISORY BOARD

Two groups served in advisory capacities to the Business and International Education Project at Loop College. The first was the Loop College Task Force, an internal body made up of five faculty members, and a student representative.

The counsel of this group was supplemented by the Advisory Board. This external body was composed of individuals from the business community representing such fields as law, banking, state government, education, retail and tourism.

B. Liaison to External Support Groups

The Project Coordinator was invited to join the Illinois International Coordinating Committee, an ad hoc group of representatives from international

businesses, organizations and government agencies in the Greater Chicago area. The group met monthly for the purpose of sharing information regarding each others' activities and joint planning where possible. This group provided a valuable link to the business community.

The College joined the Institute of International Education (IIE).

VII. INFORMATION DISSEMINATION AND PUBLICITY

Within the College, information was distributed through All-Faculty memos. The Project also received favorable publicity in the City Colleges of Chicago "C" magazine (September 23, 1985).

Crains Chicago Business devoted a half-page article to project activities as a result of a press release from Senator Paul Simon. The Defender, in the October 3, 1985 issue referred to the Loop College International Business program in its column "Educational Potpourri."

Through the support and commitment of College President, Dr. Bernice J. Miller, Loop College became a member of the International/Intercultural Consortium of the American Association of Community and Junior Colleges (AACJC).

Additionally, the project received national attention in an article in The Chronicle of Higher Education entitled, "More Two-Year Colleges Now Emphasizing International Programs and Exchanges." (April 24, 1985).

Loop's first Business and International Grant was initially "faculty driven" with increased support from the business community at a rate commensurate with the project's gain in credibility. The ideas leading to the two-year renewal application were generated together by faculty and business leaders during a series of intensive meetings. A distillation of ideas from these collaborative

planning sessions resulted in a three part focus to the renewal application. An "International Business Access and Outreach" Program would solve a major "information access" problem according to the Illinois Coordinating Committee for International Trade and simultaneously expand resources and educational services to reach mid-and small-size businesses state-wide. The value of this approach was reinforced by the Illinois Department of Commerce and Community Affairs as well as several business leaders. The second part of this plan, the "Curriculum Development" effort was suggested by businessmen and women who saw a need to share their expertise by teaching less knowledgeable colleagues and by faculty who were impressed with the success and impact upon students of this year's internationalization of the Loop College curricula through modular units and international student internships. Collaboration with the American Association of Community and Junior Colleges was included as further evidence of Loop College's potential to contribute to the international business effort on a nationwide scale.

An outline of activity-oriented objectives for the 1985-1987 renewal period follows:

1. International Business Access and Education Outreach

   a) to provide an educational service to Illinois businesses by:

      identifying hard copy and electronic international business data bases and resource centers currently available and publishing a directory of them;

      determining new information needs of the Illinois international business community;

      creating a guide for the development of new data bases to fill current gaps and meet emerging international business needs.

   b) to promote awareness and idea exchanges about international education and the impact of international business upon economic development through inception and implementation of a state-wide Speakers Bureau.

   c) to assist potential business-oriented students and international business professionals to select a program of study in international business by compilation and publication of a state-wide single source reference listing international business programs and courses at Illinois colleges and universities.

2. Curriculum Development

   a) to expand the knowledge base and communication among international business professionals by offering courses designed and taught by international business professionals for their colleagues;

   b) to continue promotion of internationalization of the curricula and to phase in the newly developed International Business Curriculum;

   c) to provide students, both American and foreign, with "on the job" experience through international business internships.

3. American Association of Community and Junior College (AACJC) Collaboration

   a) to assist AACJC with dissemination of Business and International Education information;

   b) to collaborate with AACJC to document community college international education and business development by publishing a monograph.

These objectives demonstrate Loop College's commitment to work together with business and professional organizations to promote the economic development of Chicago and Illinois. Chicago by virtue of its location and resources, is a center for distribution of goods into and out of the country. Of all American cities, it has the second largest number of foreign consulates. Only New York has more. These consulates spend considerable efforts establishing trade relationships with U.S. firms. Furthermore, the State of Illinois ranks seventh in the number of foreign owned manufacturers and in Chicago alone, Japanese-owned businesses employ 10,000 workers, twice as many as five years ago. Chicago will always be a center for import and export; the ratio of these two components of international business will depend on the initiative and skills of Chicago businessmen and women and will have a very significant effect on the balance of trade nationwide. Loop College has therefore included an economic development effort in its Strategic Plan for the next five yearss. Accomplishment of Project Objectives through 1987 will make a considerable impact upon this effort.

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FOR JUNIOR COLLEGES
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